



#VIDEOMARKETING

#CAPTIVATEYOURAUDIENCE

Captivate your audience with video marketing

Each month, Redline Company, a marketing agency who has helped countless real estate companies to grow here on the coast over the past 15 years, brings you insider knowledge to help take businesses through the roof. Sharing their knowledge, they hope to add value to the business community in Marbella and beyond.

In the past few years, video content has steadily risen as one of the most important tools for marketing and as we continue to step forward into 2020, it certainly isn't losing any momentum. Businesses cannot afford to ignore videos - they're everywhere! Living in a mobile-first world where we are unknowingly consuming video content with almost every single task we do on our phones, so it's especially important we consider the power of video marketing. Just a quick flick through your Instagram feed and you will be inundated with Insta stories, influencers videos, instream video ads as well as sponsored ads. Not to mention the 1 BILLION hours of content watched YouTube every day, it's safe to say, video should be a critical component of your marketing strategy in 2020! It's not exactly too hard to see just why video is so popular these days - for one thing, it's an entertaining, versatile and engaging format presented in an easy-to-digest format that gives our eyes a rest from the insane overabundance of textual information online

by putting the viewer in the centre of the experience. It's also easy to share across platforms and accessible to almost anyone with internet. A recent study by Insivia shows that viewers retain 95% of a message when they watch it in a video, compared to 10% when reading it in text. So, are you wondering whether it's worth investing more in video marketing? Well, the answer is absolutely YES! Videos can provide a potentially huge return on investment (ROI) through many channels, so as a business whether a one man start up or big international cooperation, you really want to be on board that train. Recent statistics show that video content can drive greater response than other social content types, in fact, according to Social Media Today, videos are shared on social media a staggering 1200% more than images and text combined. So, here are three tips that can help you get started including video in your marketing strategies.

1. GO MOBILE

Keep it mobile-friendly. Over half of all videos are viewed on mobile platforms. Keep this in mind as you're planning the creation and distribution of your video content. If you want your content seen, don't make your audience come to you, find them where they're at and optimize your videos for mobile viewing. Square-shaped video

"VIDEO SHOULD BE A CRITICAL COMPONENT OF YOUR MARKETING STRATEGY IN 2020!"

formats perform especially well on most mobile devices so do your research and keep factors like this in mind when putting forth your video marketing strategy. It also really helps to provide subtitles in your videos. Many people watch videos on their mobile devices without sound so you're at a great advantage if you add subtitles so they can still understand your message.

2. STICK TO ONE TOPIC AND STAY WITH IT

Stay on topic! You don't want to confuse your audience by trying to cover multiple subject areas so aim to keep your videos short and punchy to retain engagement from the viewer. If that topic is broad-ranging, narrow the focus to one aspect of it. The fact of the matter is that people have short attention spans, which is why shorter videos have higher conversion rates. Try to make sure you use the ideal length video for each platform. As a general guide, Twitter should be no longer than 30 seconds. Instagram should be somewhere between 26 to 30 seconds. Facebook should be 1 minute and YouTube should be about 2 minutes.

3. MAKE IT COUNT

So, you've got their attention! Directing your viewers to a clear next step is the key to strategic video marketing. If you want your viewers to take action, let them know what they should do next. A few ideas could be to ask a question, offer a free trial, a link to a landing page, enter to win, enter a form, the ideas are endless. These are just a few call-to-action examples to get you started, but ultimately you will need to develop and test a step that will be practical and relative to your business. The main aim here is to make it as easy as possible to either learn more about your business or take the next step. See it as your virtual handshake and hello to the viewers. 2020 offers a huge opportunity for growth in the marketing space and it is predicted that video will continue to dominate; research shows that globally, IP video traffic will account for 82 percent of traffic by 2022! So, by including these video marketing tips in your marketing plans, there's no other better way to compete online. What are you waiting for?

If your business, real estate or otherwise, is looking to get started or boost their video marketing or social media in general, get in touch with Redline Company for a free social media and marketing health check. In one hour, our digital marketing experts will give you some advice and ideas to boost your strategy. Contact info@redlinecompany.com

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